

# CONTRACT

**KOAT**  
**3801 Carlisle Blvd. NE**  
**Albuquerque, NM 87107**  
**(505)884-7777**

**KOAT**  
[www.koat.com](http://www.koat.com)

<u>Contract / Revision</u>	<u>Alt Dider #</u>
961890 /	06364302
<u>Product</u>	
<u>Issue</u>	
<u>Contract Dates</u>	<u>Estimate #</u>
10/29/12 - 11/09/12	313 REFORM NM NOW
<u>Advertiser</u>	<u>Original Date / Revision</u>
Reform New Mexico Now	10/26/12 / 10/26/12
<u>Billing Cycle</u>	<u>Billing Calendar</u>
EOM/EOC	Broadcast
<u>Station</u>	<u>Account Executive</u>
KOAT	Mary Tricoli
<u>Special Handling</u>	
<u>Demographic</u>	
Adults 35+	
<u>IDB#</u>	<u>Advertiser Code</u>
51	104
<u>Agency Ref</u>	<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots		Amount
											Spots	Amount	
D 15	KOAT	11/05/12	11/05/12	Anderson Cooper	11a-12n		:30			NM	0	\$0.00	
				Class of Time - Fixed Non Pre-emptible									
				Class of Time - Fixed Non Pre-emptible									
D 16	KOAT	11/05/12	11/05/12	Chew, The		12-1pm		:30		NM	0	\$0.00	
				Class of Time - Pre-emptible with notice									
D 17	KOAT	11/05/12	11/05/12	Action 7 News @ 6p		6-630p		:30		NM	0	\$0.00	
				Class of Time - Fixed Non Pre-emptible									
D 18	KOAT	11/05/12	11/05/12	6a A7N More In The AM		6-7a		:30		NM	0	\$0.00	
				Class of Time - Pre-emptible with notice									
D 26	KOAT	11/05/12	11/06/12	Good Morning America		7-9a		:30		NM	0	\$0.00	
				Class of Time - Pre-emptible with notice									
D 27	KOAT	11/05/12	11/06/12	The View 10-11a		10-11a		:30		NM	0	\$0.00	
				Class of Time - Fixed Non Pre-emptible									
D 28	KOAT	11/05/12	11/05/12	Dr Oz		4-5p		:30		NM	0	\$0.00	
				Class of Time - Pre-emptible with notice									
D 29	KOAT	11/05/12	11/06/12	Live with Regis & Kelly 9-10a 9-10a				:30		NM	0	\$0.00	
				Class of Time - Fixed Non Pre-emptible									
D 30	KOAT	11/05/12	11/05/12	Action 7 News @ 5p		5-530p		:30		NM	0	\$0.00	
				Class of Time - Fixed Non Pre-emptible									
N 31	KOAT	11/05/12	11/09/12	The View 10-11a		10-11a		:30		NM	2	\$900.00	
				Class of Time - Fixed Non Pre-emptible									
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>					
Week:	11/05/12	11/11/12	MTWTF--	2				\$450.00					
N 32	KOAT	10/29/12	11/02/12	Action 7 News @ 1030p		1030-1105p		:30		NM	3	\$3,750.00	
				Class of Time - Fixed Non Pre-emptible									
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>					
Week:	10/29/12	11/04/12	MTWTF--	3				\$1,250.00					
N 33	KOAT	11/05/12	11/09/12	Anderson Cooper		11a-12n		:30		NM	1	\$250.00	
				Class of Time - Fixed Non Pre-emptible									
				Class of Time - Fixed Non Pre-emptible									

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision 961890 /	All Order # 06364302	
Contract Dates 10/29/12 - 11/09/12	Product Issue	Estimate # 313 REFORM NM NOW #:
Advertiser Reform New Mexico Now		Original Date / Revision 10/26/12 / 10/26/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots		Amount	
								Spots/Week	Spots/Week					
N 34	KOAT	11/05/12	11/11/12	Chew, The										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
		Week: 11/05/12	11/11/12	MTWTF--				1	\$250.00					
N 35	KOAT	10/29/12	11/02/12	Ellen 3-4p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
		Week: 11/05/12	11/11/12	MTWTF--				1	\$200.00					
N 36	KOAT	11/05/12	11/09/12	Dr Oz										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
		Week: 10/29/12	11/04/12	MTWTF--				5	\$400.00					
N 37	KOAT	11/05/12	11/09/12	Action 7 News @ 5p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
		Week: 11/05/12	11/11/12	MTWTF--				2	\$675.00					
N 38	KOAT	10/29/12	11/02/12	5a A7N More In The AM										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
		Week: 10/29/12	11/04/12	MTWTF--				2	\$625.00					
N 39	KOAT	11/05/12	11/09/12	Action 7 News @ 6p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
		Week: 11/05/12	11/11/12	MTWTF--				1	\$1,300.00					
N 40	KOAT	11/05/12	11/09/12	6a A7N More In The AM										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
		Week: 11/05/12	11/11/12	MTWTF--				2	\$1,100.00					
N 41	KOAT	10/29/12	11/02/12	Entertainment Tonight 630-7p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
		Week: 10/29/12	11/04/12	MTWTF--				5	\$1,100.00					
N 42	KOAT	10/29/12	11/09/12	Good Morning America										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
		Week: 10/29/12	11/04/12	MTWTF--				5	\$850.00					
		Week: 11/05/12	11/11/12	MTWTF--				8	\$850.00					
N 43	KOAT	11/05/12	11/09/12	Live with Regis & Kelly 9-10a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
		Week: 11/05/12	11/11/12	MTWTF--				2	\$475.00					
N 44	KOAT	11/05/12	11/05/12	DWTS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
		Week: 11/05/12	11/11/12	M-----				1	\$4,600.00					
N 45	KOAT	11/03/12	11/03/12	Action 7 News @ 10p Sal										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
		Week: 11/05/12	11/11/12	M-----				1	\$4,600.00					
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
		Week: 11/05/12	11/11/12	M-----				1	\$1,700.00					

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Contract / Revision 961890 /	Alt Order # 06364302	
Contract Dates 10/29/12 - 11/09/12	Product Issue	Estimate # 313 REFORM NM NOW #:
Advertiser Reform New Mexico Now		Original Date / Revision 10/26/12 / 10/26/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays				Spots/Week	Rate			
		Week: 10/29/12	11/04/12	-----S-				1	\$1,700.00			
N 46	KOAT	11/04/12	11/04/12	Action 7 News @ 10p Sun	10-1030p		:30			NM	1	\$2,100.00
		Class of Time - Fixed Non Pre-emptible										
		Start Date	End Date	Weekdays				Spots/Week	Rate			
		Week: 10/29/12	11/04/12	-----S				1	\$2,100.00			
N 47	KOAT	11/04/12	11/04/12	Action 7 News @ 1030p Sun	1030-1105p		:30			NM	1	\$1,250.00
		Class of Time - Pre-emptible with notice										
		Start Date	End Date	Weekdays				Spots/Week	Rate			
		Week: 10/29/12	11/04/12	-----S				1	\$1,250.00			
											Totals	122 \$101,600.00

\*Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/29/12 - 11/09/12	122	\$101,600.00	\$86,360.00	\$6,045.20	\$92,405.20
<b>Totals</b>	<b>122</b>	<b>\$101,600.00</b>	<b>\$86,360.00</b>	<b>\$6,045.20</b>	<b>\$92,405.20</b>

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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# CONTRACT

Contract / Revision	All Order #
965626 /	06385379
<u>Product</u>	
<u>Issue</u>	
Contract Dates	<u>Estimate #</u>
10/29/12 - 11/09/12	327 REFORM NM NOW
Advertiser	<u>Original Date / Revision</u>
Reform New Mexico Now	10/26/12 / 10/26/12
Billing Cycle	<u>Billing Calendar</u>
EOM/EOC	Broadcast
Station	<u>Account Executive</u>
KOAT	Mary Tricoli
<u>Special Handling</u>	
<u>Demographic</u>	
Adults 35-54	
IDB#	<u>Advertiser Code</u>
51	104
Agency Ref	<u>Advertiser Ref</u>

And:

SRCP Media Inc  
Attention: Betsy Vonderheid  
201 North Union Street  
Ste 200  
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KOAT	10/29/12	11/02/12	Action 7 News @ 10p M-F	10-1030p		:30			NM	5	\$9,500.00
Class of Time - Fixed Non Pre-emptible												
Start Date	End Date	Weekdays		Spots/Week		Rate						
Week: 10/29/12 - 11/04/12 MTWTF-- 5 \$1,900.00												
N 10	KOAT	11/05/12	11/09/12	Anderson Cooper	11a-12n		:30			NM	1	\$250.00
Class of Time - Fixed Non Pre-emptible												
Start Date	End Date	Weekdays		Spots/Week		Rate						
Week: 11/05/12 - 11/11/12 MTWTF-- 1 \$250.00												
N 11	KOAT	11/05/12	11/09/12	Chew, The	12-1pm		:30			NM	1	\$200.00
Class of Time - Pre-emptible with notice												
Start Date	End Date	Weekdays		Spots/Week		Rate						
Week: 11/05/12 - 11/11/12 MTWTF-- 1 \$200.00												
N 12	KOAT	11/05/12	11/09/12	Aclion 7 News @ 6p	6-630p		:30			NM	1	\$1,300.00
Class of Time - Fixed Non Pre-emptible												
Start Date	End Date	Weekdays		Spots/Week		Rate						
Week: 11/05/12 - 11/11/12 MTWTF-- 1 \$1,300.00												
N 13	KOAT	11/05/12	11/09/12	6a A7N More In The AM	6-7a		:30			NM	2	\$2,200.00
Class of Time - Pre-emptible with notice												
Start Date	End Date	Weekdays		Spots/Week		Rate						
Week: 11/05/12 - 11/11/12 MTWTF-- 2 \$1,100.00												
N 14	KOAT	11/05/12	11/09/12	Good Morning America	7-9a		:30			NM	2	\$1,700.00
Class of Time - Pre-emptible with notice												
Start Date	End Date	Weekdays		Spots/Week		Rate						
Week: 11/05/12 - 11/11/12 MTWTF-- 2 \$850.00												
Totals											46	\$40,100.00

\*Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/29/12 - 11/09/12	46	\$40,100.00	\$34,085.00	\$2,385.95	\$36,470.95
Totals	46	\$40,100.00	\$34,085.00	\$2,385.95	\$36,470.95

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